



Own your Success

Start your partnership with The SWITCH Lab™ and become a SWITCH Lab Partner, delivering EV education and EV smiles across your community.

Visit www.theswitchlabpartner.com to get started





The opportunity to lead

Science, technology, engineering, and mathematics (STEM), career tech education (CTE) and project based learning (PBL) are the three hottest trends in education. Combine the three and add in the fact that The SWITCH is an electric vehicle and you have the most attractive education product currently available.

It is no wonder that over 75% of the instructors who attend our workshop to see if The SWITCH Lab is right for them eventually purchase one or more kits for their programs. School districts have purchased them for their high schools. Colleges purchase multiple units for their alternative fuel programs.

In addition to addressing STEM, CTE and PBL The SWITCH Lab covers soft skills such as project management, public speaking and teamwork required to function in today's workforce.

If you do not currently have the required expertise you have the option of hiring one of our **Certified Switch Lab Instructors** to lead your workshops. Once you become a Certified Instructor (CI) you can lead your workshops and contract with other partners to lead or assist with their workshops. We recommend two CI's for workshops with more than 7 attendees.

Now is the time for you to lead your local schools to The SWITCH Lab.

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Successful partners can expect:

Startup costs as low as*
\$2K

Annual Revenue Potential
\$500K - \$1.5M

Annual Profit Potential**
\$65K - \$200K

*Startup costs projections are based on attending the workshop and financing remaining balance

**Figures are projections based on workshop attendance of 50-70 students annually

Become an owner, own your future

If you are motivated to get the word out and present The SWITCH Lab in your community and beyond you can be assured the market is there. Educators who actually see and even build The Switch are captivated by the opportunities to teach that comes with every kit we deliver.

The entire program is there for them. A class in a box.

Seeing and experiencing The Switch is critical. You will get out and meet educators at shows and at their schools. You will be amazed at the crowds that gather around The Switch when you do school visits or educational shows. Just answer a few questions, talk a bit about electric vehicles and you have a captive audience excited about the possibilities of building The Switch.

The SWITCH Lab workshop is international

Students have traveled from England, Vietnam, Malaysia, Canada and France to attend our Electric Vehicle workshop. Nationally we have had participants from Maine, New York, North Carolina and several other states participate. They came to California because we offer the training they needed to bring EV Education to their part of the world.



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What are your options?

The Choice is Yours	What You Do
Certified Switch Lab Instructor	<ul style="list-style-type: none"> • Start the next generation of EV designers, builders and technicians on their journey • Teach the teachers • Impact the future of electric vehicles • Contract with Switch Vehicles and our partners to lead workshops around the United States
Earning Potential as CSLI	<ul style="list-style-type: none"> • Your effectiveness as a leader and market conditions impact your earning potential • Currently CSLI's earn \$350--\$450 per day plus expenses including travel, lodging and meals
Authorized Education Re-seller	<ul style="list-style-type: none"> • Capitalize on the growing electric vehicle demand by introducing EV Curriculum to high schools and colleges in your territory • Support EV growth and knowledge through local workshops lead by trained CSLI's
Earning Potential as AER	<ul style="list-style-type: none"> • Year one sell 3-5 schools \$ 20K • Year two 5-12 schools \$ 50K • Year three + 15-20 schools \$ 75K • Workshops net \$5,000-\$10,000 each depending on attendance and expenses <p>Sales is impacted by your efforts and success communicating the impact of The SWITCH Lab</p>
Full Service Re-Seller	As a Full Service Re-Seller you can sell The Switch and The SWITCH Lab to schools and consumers, hold workshops, provide service and support and assemble The SWITCH for your customers.
Earning Potential as FSR	Revenue potential for the FSR is capped at your ability to market and service to your territory. With projected annual sales of \$1,500,000 earnings would be approximately \$140,000






What to expect

Launching your Switch Lab partnership is much easier with our experience and resources behind you

What you do	What we do
<ul style="list-style-type: none">• Complete your application and request your territory	<ul style="list-style-type: none">• Evaluate your application, determine your potential sales based on schools in your assigned territory and assist with projections
<ul style="list-style-type: none">• Attend your orientation training in sunny Sonoma County, CA to become the <i>Switch Partner that's best for you!</i>	<ul style="list-style-type: none">• Introduce you to The SWITCH Lab and provide training and planning
<ul style="list-style-type: none">• Order your Switch and plan your workshops and events• Secure necessary business permits, insurance and support electronics	<ul style="list-style-type: none">• Start email campaigns in your territory to introduce you to the education community
<ul style="list-style-type: none">• Network with local schools to find a partner that will share their facilities to host workshops	<ul style="list-style-type: none">• Continue marketing in your area to fill your workshops and drive business to your community events and your booth at educational conferences
<ul style="list-style-type: none">• Close some sales	<ul style="list-style-type: none">• Support your workshop and deliver product
<ul style="list-style-type: none">• Continue to grow your business	<ul style="list-style-type: none">• Continue to grow your business

A day in the life of a Switch Lab partner

Being a partner is being a business owner which means you are driving the train. It means you are the one leading the way to success and keeping yourself on track in a fast paced ever-changing environment.

	Set aside time every day to do your prospecting and social media outreach.
	Check-in with your prospects, drop an email or call to keep the ball moving.
	Send your proposals and follow up communications to prospects and contracts for your next show and tell event.
	Keep the wheels turning and come up with new and creative ideas to show the Switch to more potential customers
	Send and receive your reports to Switch Vehicles to keep your projects moving forward.

Costs and revenue you can expect as a Switch Lab Partner

Here are some of the key startup costs, ongoing operational costs and revenue structure so you will know what you need upfront and what to expect going forward. Cost and revenue vary depending on the level of activity and your success marketing into your territory.

Startup Costs

Your key startup costs for establishing your partnership and setting up your business.

- Business entity formation and licensing – you will need a business license and perhaps a use or sales tax permit. Some states require sales tax be charged for training and incidental sales
- Professional Services – perhaps a lawyer and accountant or bookkeeper
- Liability insurance
- Setup supplies – computer, projector for PowerPoint presentations, word processing software and printer
- Initial purchase of your Switch Lab Partner supplies
- Travel to training

Ongoing Operational Costs

These are some of the ongoing costs you may expect as you operate your business

- Recruiting Expenses – if you require an assistant to help with the workshops
- Vehicle and trailer costs – The Switch can be registered and insured in most states but you will require truck and trailer to travel beyond your very local community
- Professional services – perhaps social media, advertising, legal, accounting and other services
- You have the option to become a **Certified Switch Lab Instructor** or contract with one to lead your workshops
- Utilities and supplies

Potential Revenue

The two following pages outline the potential revenue streams

- Promoting and performing workshops is the initial and most immediate path to revenue
- Selling The SWITCH Lab™ to those who attend workshops is your most profitable revenue stream but the lead time is months
- Co-operative advertising funds are generated with every sale. Co-op advertising dollars may be used in many ways to promote your sales. Specific rules and guidelines will be provided but in general pre-approval is required before the co-op dollars may be committed

Let's take a look at the numbers...

This is a typical budget for a single workshop. It is easy to extrapolate to 5 or 10 workshops, or fewer workshops with higher enrollment. The key is to get in front of 50+ instructors annually.

Workshop Budget*

Option 1 - Owner does workshop unassisted

Revenue

Number of Students 5 @ \$1,995 \$ 9,975

Expenses

Coffee and Snacks 6 @ \$25 \$ 150

Materials 5 @ \$200 \$1,000

Switch License Fee 5 @ \$400 \$2,000

Sub-total Expenses \$3,150

Possible Net Proceeds* \$6,825

*Workshop budget and net proceeds are impacted by numerous variables such as facility fees, hiring assistants or Certified Instructor and number of attendees among others

Annualized Sales Proforma*

Annual Workshops	6	10	12	12
Average Attendance	5	7	10	10
Total Attendees	30	70	120	120
Conversion Factor	50%	60%	50%	75%
Estimated Unit Sales	15	42	60	90
Average Sale \$\$\$	\$40K	\$40K	\$40K	\$40K
Estimated Annual Sales	\$600K	\$1.68M	\$2.4M	\$3.6M
Commission Percentage**	5%	5%	5%	5%
Estimated Commission	\$30K	\$84K	\$120K	\$180K
Proceeds from Workshop	\$3.5K	\$6K	\$8K	\$8K
Annualized WS Proceeds	\$21K	\$60K	\$96K	\$96
Potential Annual Earnings	\$51,000	\$144,000	\$216,000	\$276,000
	Good	Better	Really Good	Fantastic!

*These numbers are projections, actual numbers depend on the number of schools in your area and the success of your efforts

** Actual commission rates vary depending on your sales volume and negotiated contract

This is a new program while we have experience building vehicles, creating curriculum, performing workshops and selling The SWITCH lab and have conducted research and have worked with individuals training them to perform workshops, the startup costs, revenue and profit figures included in this brochure and in fact on our web site are not based on actual results. We do not guarantee results of any kind including that what a partner earns will exceed the partner's investment in his or her business. Each Switch Lab Partner's results will differ and results will depend on a number of factors, including the partner's efforts and management of expenses.

The startup cost figures referenced refer to the supplies, training and materials initially supplied by Switch Vehicles, Inc. (SVI), and reflect a partial payment for the entire bundle required to begin the promotion of The SWITCH Lab in the partners' territory. SVI may assist the partner in securing funding or may in fact offer to loan the partner the remaining funds to purchase the entire startup kit. Additional funds may be required to secure liability insurance and obtain the governmental licenses and permits for their business.

Partners have the option of attending our certified training or hiring certified trainers to lead their workshops. Certified Instructors are private contractors and their fees are negotiated individually but generally include a fee for leading the workshop, transportation, food and lodging. Partners who complete the training and pass the certification test are eligible to contract with other partners and Switch Vehicles, Inc. to lead workshops.

The revenue range is based on our actual experience when inviting instructors to participate in a workshop who had otherwise not anticipated purchasing The SWITCH Lab. Most of our workshop participants purchase the workshop when they purchase The SWITCH Lab educational bundle. Instructors and individuals have traveled from as far away as Malaysia, England and Vietnam to attend our workshop.

The profit range of our projections is based on the same revenue assumptions. The profit range also incorporates our projections of the costs that we expect a partner to incur while running their business. To reach the higher annual earnings partners will need to hire additional staff not accounted for in our projections. Fiscal responsibility is required to maintain profitability, selection of hotels, restaurants and methods of travel impact the calculations for profitability.